

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy
-------------------------

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12  
Date

Stephen May  
Signature

703-299-1760  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature \_\_\_\_\_  
Printed Name \_\_\_\_\_  
Title \_\_\_\_\_



WFTS

## ORDER

Print Date 09/26/12 Page 1 of 2

Flight Dates 10/02/12-10/08/12

		<u>Product</u>	<u>Order Sep</u>	00:30:00
<u>Contract / Revision</u>	<u>310455</u>	/ <b>American Crossroads</b>	<u>Estimate #</u>	<b>953</b>
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Alt Order #</u>	
	09/07/12 09/26/12	<u>Billing Contact</u>	<u>Billing Type</u>	<b>Cash</b>
<u>Advertiser</u>	<b>American Crossroads</b>	<b>66 Canal Center Plaza - Suite 555</b> <b>Alexandria, VA 22314-1576</b>	<u>Order Type</u>	<b>GENERAL</b>
<u>Agency</u>	<b>Crossroads Media</b>		<u>Billing Cycle</u>	<b>EOM/EOC</b>
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Billing Calendar</u>	<b>BROADCAST</b>
<b>66 Canal Center Plaza - Suite 555</b> <b>Alexandria, VA 22314-1576</b>		<u>Sales Region</u> NAT	<u>Demographic</u>	<b>A25-54</b>
		<u>Agency Ref</u>	<u>Rev Codes</u>	POL POL ISS
			<u>Product Codes</u>	<b>PL</b>
			<u>Priority</u>	<b>P-3</b>
			<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Marta Salazar-Perren	100%		

Order Share 21% Market Value 278571

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
UNKWN	79%	220071
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPX	%	0

**Order Totals**

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	6	\$49,725.00	\$58,500.00	0.00	10/01/12	10/08/12	6	\$49,725.00	\$58,500.00
<b>Totals</b>	<b>6</b>	<b>\$49,725.00</b>	<b>\$58,500.00</b>	<b>0.00</b>					

**Billing Plan**

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
E 1 WFTS 10/02/12 10/08/12 Monday 8-10p Dancing CM 758-10p M----- :30 1 \$14,000.00 P-3 0.00 NM 1 \$14,000.00
Monday 8-10p Dancing
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/02/12 10/08/12 M----- 1 \$14,000.00 0.00
E 2 WFTS 10/02/12 10/08/12 Thursday Prime B CM 9-10p ---T--- :30 1 \$10,000.00 P-3 0.00 NM 1 \$10,000.00
Grey's



WFTS

Print Date: 09/26/12

Page 2 of 2

Contract / Revision 310455 Flight Dates 10/02/12-10/08/12 Hiatus Dates  
Original Date / Revision 09/07/12/ 09/26/12 Order Sep 00:30:00  
Advertiser American Crossroads Product American Crossroads Estimate # 953

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 2	WFTS	10/02/12	10/08/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00	
<u>Grey's</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12 - 10/08/12				--T---		1	\$10,000.00			0.00						
E 3	WFTS	10/02/12	10/08/12	Wednesday Prime B	CM	9-10p	--W----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00	
<u>Nashville</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12 - 10/08/12				--W----		1	\$8,000.00			0.00						
Spot	Ch	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
		2	WFTS	10/02/12-10/08/12	Wednesday Prime B	9-10p		--W-----		:30	(\$8,000.00)	0.00	NM			
<u>See MG 3.3 [Debates]</u>																
3	WFTS	10/02/12-10/08/12	Thursday Prime A			758-9p										
<u>(M) MG for 3.2 10/03 program change</u>																
E 4	WFTS	10/02/12	10/08/12	Sunday Prime A	CM	658-8p	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00	
<u>ONCE UPON A TIME</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12 - 10/08/12				-----S		1	\$10,000.00			0.00						
E 5	WFTS	10/02/12	10/08/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00	
<u>REVENGE</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12 - 10/08/12				-----S		1	\$10,000.00			0.00						
N 6	WFTS	10/02/12	10/08/12	Monday Prime C	CM	10-11p	M-----	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00	
<u>castle</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/02/12 - 10/08/12				M-----		1	\$6,500.00			0.00						
														<b>Totals</b>	6 \$58,500.00	